



Rotary Club of Swaffham
RIBI 1095 District 1080

Chairman,
Swaffham Visual Arts Festival,
Stephen Ward

17th February 2022

Cllr Judy Anscombe
Mayor of Swaffham (by email)

Dear Councillor Anscombe,

APPLICATION FOR GRANT

The Rotary Club of Swaffham hereby submits a request for a grant of £500 towards the cost of staging our Annual Art Exhibition. The Exhibition has now been going and growing for 26 years and after an enforced absence in 2020, it was back in 2021 at The Assembly Rooms, Market Place, Swaffham. Not unsurprisingly, it was once again a resounding success.

We aim to become the Art Exhibition of choice, and an inspiration, for all the artists in Norfolk. This is a bold statement. We base it on the continuing success of the event which is now well known and attracts new and old exhibitors year on year.

This year we are intending to showcase the work of local schoolchildren incorporating the theme of Carter 22. We would very much like to get all the local schools involved this year, so we have appointed a Rotarian with that specific task to liaise with the respective Heads.

The Club is intent on making the Exhibition an integral part of the Community's celebration of Carter 22 and the Exhibition committee is in discussions how best that can be done.

We believe the Exhibition not only benefits people living in Swaffham but brings visitors to the town over the weekend. In the past we have had Norwegian TV turning up and sold art to as far away as Germany and Spain!

Over the past years we have been successful in attracting sponsorship from a variety of businesses and individuals but our long association with Abel Homes has come to an end.

The main costs of staging the event are the hiring of the Assembly Rooms, transport, advertising and publicity materials. There are many other costs which traditionally are "self financed", for example, catalogue printing costs are met by advertising fees, postage met from hanging fees for works of art.

The Covid 19 pandemic still impacts on a wide range of businesses which in other circumstances would have supported us. We are hopeful of reaching out to other sponsors who would help us cover the other up-front expenditure.

We were exceptionally grateful to the Council for last year's support and, as nothing has changed in the financial administration of the club, we are hoping the Council would be disposed to repeat its donation towards a cause that benefits the wider community of Swaffham. From last year's income we are supporting the Swaffham Men's Shed, Escape Project, and the Magpie Centre for Riding for the Disabled.

We would be happy to provide any further information which may be required including details of organisations within the local community which have benefited from our Trust Fund in the recent past.

Yours sincerely,

Stephen Ward